

ABSTRACT OF THE DISCLOSURE

Each digital photo taken by a participating photographer is assigned a unique number which is given to the subject of the photo. The photos are then uploaded to a website where they are stored on a server and made accessible to the subjects of the photos via the internet. The photos preferably are virtually branded with a watermark or proof mark, and are also permanently associated with an ornamental border. Knowing his photo number, the subject can view his photograph online, and e-mail it to others, who can order high quality versions of selected photos online. The web site refers such orders to one or more finishing laboratories that prepare photos and mail them directly to the customers. The web site secures payment for this service by a credit card charge, and then distributes those fees down a marketing hierarchy, ultimately to the photographers, according to a protocol agreed to in advance by all participants.